

# ADVISES AUTOMOBILE OWNERS TO WATCH CONDITION OF CARS

## PRESIDENT OF DEALERS FOR FREQUENT REPAIRS

Points to Disadvantage as Result of an Annual Overhauling.

### WINTER USE IS SUGGESTED

Tells Owners to Run Motor Vehicles Year Around Instead of Placing "Them in Garages—Don't Rush Repairs."

By W. J. Brice,  
President, National Automobile Dealers' Association.  
ST. LOUIS, MO., Dec. 23.—Don't lay your automobile up because it's winter. Use it all year round. Motoring in winter in all climates encounters more difficulty than in other seasons. Non-freeze solutions for the radiator are readily obtainable.

Change the oil in your car to keep lubrication efficient. Your dealer can give you best advice on the best lubricant for your needs. Shutter arrangements for the radiator have their valuable uses.

Many other little items which your dealer knows about will make your winter use of the motor car more satisfactory.

An automobile is an important unit in the equipment of the American home. It provides the American home owner with a means of getting from place to place. The automobile provides unlimited means for its user to get from his own door to the doorways of his many destinations. As such a unit the automobile has many valuable uses. They are as much a part of the everyday life of American homes as the piano, phonograph, telephone and sewing machine. They are nearly as many automobiles in American homes as there are all of these other units combined.

The hours of use of the automobile will total more than the hours of use of all these other machines. In point of value, the automobile will far exceed the total value of these other things.

In actual practice, however, the use given to the automobile is of a careless and thoughtless sort that would not be permitted by the American home owner in the use of any other unit of his home equipment. A thing of iron, leather and rubber, perhaps the very material in its construction is psychological in causing the owner to become careless in its treatment and use.

### Endurance Is Essential.

"Endurance" proved to be the leading virtue desired in a car, in a recent inquiry among car owners as to what they wanted most in a motor vehicle. In buying a house, a man naturally inspects its construction. Interested in whether or not it will stand up. Just as naturally he wants the same thing in his method of transportation.

But it is peculiar that a motor car owner neglects his vehicle. He will immediately have attention for any of the other things in his home equipment. The phonograph is kept wound and oiled. The piano is kept tuned and protected from temperature changes. The telephone trouble man is called at the slightest pretext. The sewing-machine man is called for many adjustments. Plumbers, electricians, roofers, floor polishers, painters, paper hangers are kept busy all the year round keeping the home

in condition, preventing it from falling apart. The motor vehicle frequently stands out all night in any weather in the side yard, waiting patiently and without protest to be sheltered for the night.

### Mechanisms Are Delicate.

Within the automobile are mechanisms as delicate in mechanical construction as any musical instrument. Rust and dampness will affect textiles, steels, coppers. Motor car owners for many years have had the habit of using the vehicle through the warm and open months, then when bad weather starts, shut it away.

Sometimes the water is drained. Sometimes it is jacked up to save the tires. Through several months, it has stood without much attention.

In March, April or May the car has been taken to some repair shop. During these three months nearly every shop in the country will be found to be heavily overloaded with work. It is the peak of the year for shops, large and small.

For the small shops, it is the harvest season after a lean year. Through these months the operators of the one and two-men shops work night and day. They are much busier than in any other months of the year.

In the big shops, even in such well-ordered places as are found in the highest class business, this season of the year is almost a nightmare. Operators of big shops make a decided effort to handle all work offered efficiently and economically. But the motor car owner chafes at delays. Cannot understand why he cannot get his car into the shop instantly. What he does not understand is that his careless use of his motor car also has caused him to be somewhat careless of the mechanical attention for his individual methods of transportation.

Study of repair shop records has brought out interesting figures. In one city, the three months of March, April and May showed heavy demands on repair shops. In this city demand for overhaul and other work to prepare automobiles for spring and summer reached 140 per cent of the capacity. In April, in June or July, the demand was 7 per cent below capacity. In October the demand was 22 per cent below capacity.

### Repair Men Overworked.

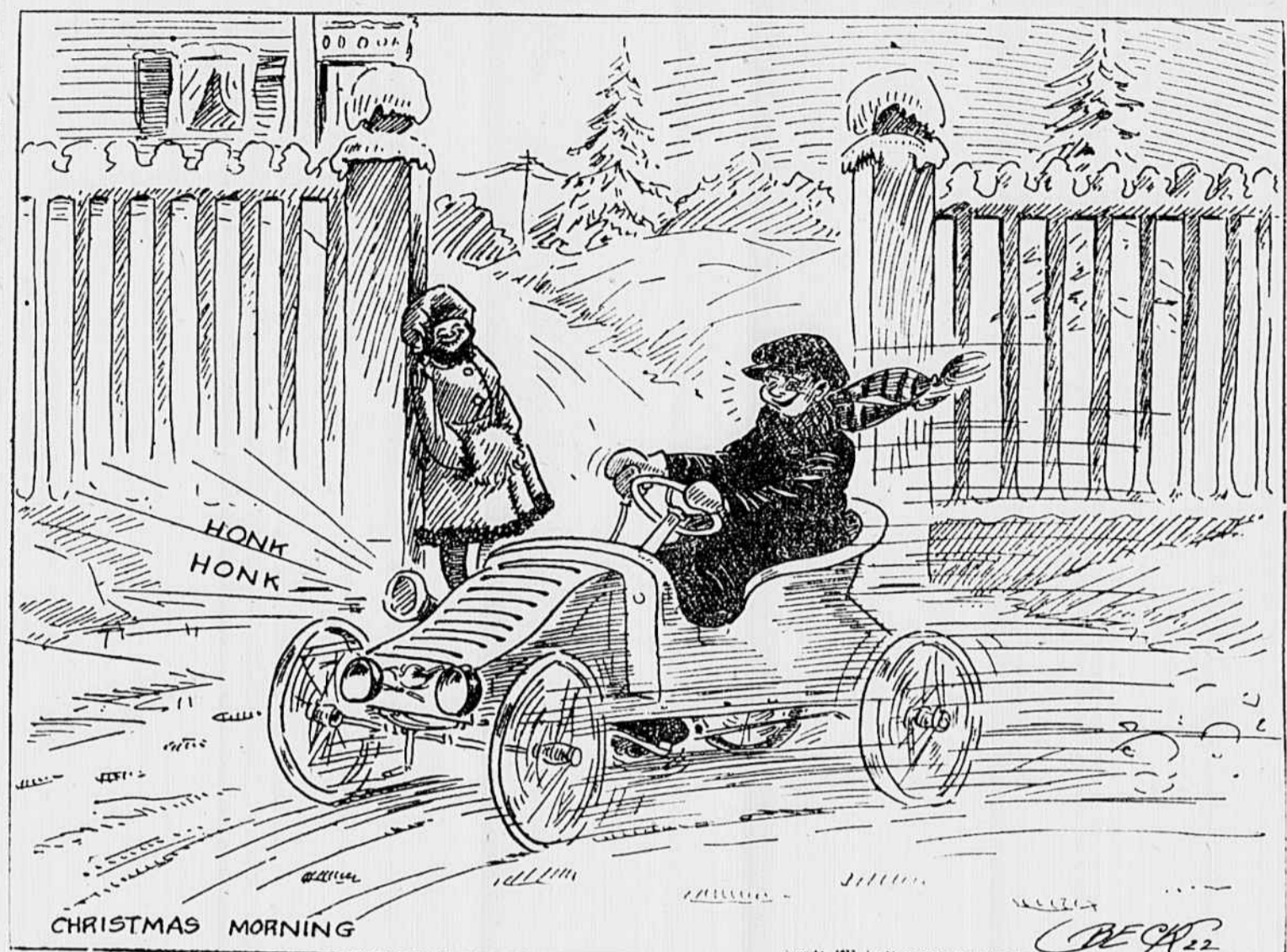
These figures will be largely duplicated throughout the country. These figures should give the automobile owners a definite idea of why they have trouble getting work done in the spring. If the excess of business in March, April or May were spread over the year, several things would result; the owner would get quicker attention and quicker delivery. The shop operator could carry a uniform number of workmen throughout the year at a lessened overhead. He could more thoroughly systematize his large shop with better results for the car owner.

The big overhaul jobs are done to prepare a vehicle for a twelve months' use. This must be true, because the owner does not plan on more than one overhaul a year. It should be just as good to have this overhauling done in September, October or November. The motor car in either the North or South can be expected to have a harder use in the winter season. The car prepared for this season should also, with considerable handling, be found to be in condition for use throughout spring and summer.

Motor car owners giving thought to the foregoing points and governing his automobile use, accordingly,

## DOWN THE ROAD Trying Out the New Model

(Copyright, 1922, by Metropolitan Newspaper Service.) —By Beck



CHRISTMAS MORNING

### AUTOMOBILE NOTES

can do much to aid the high class automobile man in providing better facilities, more car satisfaction and maintenance at lesser cost. Car owners can readily find the shops that are systematized and prepared to handle quickly and economically work in all seasons of the year. On behalf of the motoring public, the National Automobile Dealers' Association urges upon motor car owners having work done on the car as it is needed. We seek the co-operation of the motor car owners toward improving quality of maintenance and, wherever possible, to lower cost.

### Erskine Heads Dinner Committee.

A. R. Erskine, of South Bend, Ind., a director of the National Automobile Chamber of Commerce, has been made chairman of the dinner committee of that association. The annual dinner will be held at the Hotel Commodore on January 5. Other members of this committee are F. C. Chandler, W. C. Durant, P. J. Hayes, R. E. Olds, M. L. Pulcher and E. V. Rickenbacker.

Automobile fire insurance companies last year paid out nearly \$3,500,000 for motor cars destroyed by fire, most of them due to carelessness on the part of the owners.

Keep track of your mileage for checking up on gasoline consumption and tire wear. Comparisons month by month, or year by year, will keep you posted on conditions.

Highway and automobile association experts have been considering the ways and means for nonskid highways. No definite conclusion has yet been announced.

If all the automobiles in the United States were lined up in a procession, the string would reach four-fifths of the distance around the world, at the equator, or seven times the distance from New York to San Francisco.

mobiles and 100 other motor vehicles in Haiti. After January 1, 1923, a regular car registration law will go into effect.

Approximately 400,000 pupils and 20,000 teachers submitted manuscripts in the "Safety Essay Contest," conducted by the highway education

Board in 1921. The 1922 contest closes in December.

A simple way to clean off a tire, removing stones from the tread design as well, is to jack up the car, place a pan filled with water or gasoline beneath the wheel, then turn it slowly while scrubbing off.

Official 1921 figures show that

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WE HAVE SAVED OUR CUSTOMERS MANY DOLLARS BY BUYING DIRECT FROM FACTORY  
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United States tire factories for that year produced 27,275,000 casings, while 23,875,000 tubes were manufactured. 1922 figures are expected to far exceed this, say Firestone officials.

Ninety members of the Massachusetts State police have been equipped with motorcycles. According to Firestone tire men, more and more of the State constabularies of the country are resorting to the swift two-wheelers.

### Will Hold Music Service.

PETERSBURG, VA., Dec. 22.—A service to be devoted entirely to music will be held at Washington Street Methodist Church Sunday afternoon at 5 o'clock. A full choir

will render Dudley Buck's Christmas cantata, "The Coming of the King." The program will also include the pastoral symphony from the "Messiah," played by Paul Sauter, organist and director of the church.

Dorothea Record Pillow and Margaret Westmoreland will be the violinists. John Patterson will sing the beautiful Christmas song, "Nativity," and will be accompanied by two violins.

### Burnstormers Trim Filipinos.

MANILA, Dec. 22.—The team of major league baseball players from the United States today defeated a nine composed of Filipino employees of the Manila Street Railway, 5 to 4.

WE EXTEND TO OUR PATRONS AND FRIENDS A

**Merry Christmas**

AND A

**Happy New Year**

WESTINGHOUSE BATTERY STATION

**W. M. REYNOLDS, INC.**

1839 WEST BROAD STREET.

'Tis

the day before Xmas

Let's all be gay—

**Merry Christmas**

To Everybody

**Richmond Kline Co., Inc.**

Distributors for

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**WATER JACKETS**

We have the only method in this vicinity for repairing cracked water jackets without heating or warping the cylinders.

We do not remove the cylinders from the motor.

This work is done by an electric welding machine, and is absolutely guaranteed.

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**A Merry Christmas**

AND FOR A HAPPY NEW YEAR

USE OUR

**Quaker Cord Tires**

**Miles Cheaper**

30x3 Fabric	\$9.50
30x3½ Fabric	\$11.80
30x3½ Quaker Cord	\$13.00

Other Sizes at Regular Prices.

These are strictly quality Tires—thoroughly guaranteed. They make satisfied customers.

We invite you to call by and see us—we have everything for your auto, and will extend to you a hearty welcome.

**WHITTEN MOTOR SUPPLY COMPANY, Inc.**

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With the Coming New Year

Fills Us With the

**Yuletide Spirit—**

To

**Our Customers**

And

**Our Employees**

We Extend Our Sincere

**Holiday Greetings**

**Richmond Motor Co., Inc.** **Kirkmyer Motor Co.**

**Universal Motor Co., Inc.** **Hearn Motor Co., Inc.**

**DODGE BROTHERS**

**MOTOR CAR**

Few days are too cold for comfortable driving in this sturdy car.

Snug-fitting curtains, which open and close with the doors, afford complete protection from wind and snow.

The carburetor and starter are famous for their prompt and dependable response on cold mornings.

Cord tires, with safety treads, act as a safeguard against skidding, and greatly reduce the possibility of having to change tires in disagreeable weather.

The Price is \$870.00 delivered.

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